

Foreword written by **AMBER MAC**,
Co-Host of 'The Feed' and 'The AI Effect'

READY TO AMPLIFY

TRIBE. VISIBILITY. IMPACT.

*The inspired expert's pocket guide
to seven days of amplifying your vision
with feel-good content marketing strategies.*

LEIGH FOWLER

FREE PREVIEW

READY TO AMPLIFY

TRIBE. VISIBILITY. IMPACT.

*The inspired expert's pocket guide
to seven days of amplifying your vision
with feel-good content marketing strategies.*

LEIGH FOWLER

No part of this book may be used or reproduced in any manner whatsoever without the prior written permission of the publisher, except in the case of brief quotations embodied in reviews.

This book can be purchased for educational, business or sales promotional use through Leigh Fowler.

This book is presented solely for educational and motivational purposes. Although the author and publisher have made every effort to ensure that the information in this book was correct at press time, the author and publisher do not assume and hereby disclaim any liability to any party for any loss, damage, or disruption caused by errors or omissions, whether such errors or omissions result from negligence, accident, or any other cause.

Copyright © 2019 Leigh Fowler

Publishing Assistance and Consulting by
Publisher Production Solutions www.publisher-ps.com

Cover Design: 2018 © Leah Concepcion-Vanderbyl
Book Design: 2018 © Doris Chung
Author photo p.38 by Puja Misra

Deborah Hargrove

1954-2017

Mom, this one is for you – for your unconditional love, for always teaching me how to shine my light a little bit brighter, for teaching me to never give up (no matter what), and for the mantra that I will never forget:

I am strong.

I am powerful.

I am confident.

Love you always.

ADVANCE PRAISE

“READY TO AMPLIFY”

“Starting a business is not for the faint of heart. Part of the challenge is “you don’t know what you don’t know,” and it can all seem overwhelming.

But help is at hand. In her pocket guide, *Ready to Amplify*, marketing expert Leigh Fowler walks you through how to promote yourself and your business so you can attract customers who “know, like and trust” you. This easy read, accompanied by the tools on her website, gives the new (and not-so-new) entrepreneur a quick start on getting out there.”

Anne Day - Founder, Company of Women

“A few years back, I had the pleasure to work with Leigh. When it came to visibility, content, and supporting my tribe, she knew just how to direct me. Her honest and authentic approach to finding and building a tribe is what attracted me to her. If you are looking to serve your community, make an impact that resonates with all of humanity and lift people up, this book is for you. Read it and step into the light that Leigh has shining, just for you.”

*Lynn Pelzer - President of FemCity Toronto || Director
of FemCity Collectives*

“I’ve met with thousands of female entrepreneurs over the years, and I’ve noticed that there is one consistent challenge that seems to come up time and time again: being discovered and valued by those that would benefit most from the product or service offered. We’re all looking for the perfect customers to help us propel our businesses forward, but let’s be honest - finding them isn’t easy! The online world is extremely cluttered, and it can feel like a near-impossible task to try and stand out. What Leigh has outlined in *Ready to Amplify* is an easy to follow, step-by-step guide that can help entrepreneurs, at any stage and in any industry, feel confident and ready to put themselves on the map. There is no room for excuses with Leigh’s guidance, just a sure-fire way for entrepreneurs to move forward with assuredness and game-changing confidence.”

*Maria Locker - Founder & CEO, Mompreneurs®
(Mompreneur® Showcase Group Inc.)*

CONTENTS

FOREWORD.....	1
LOVE LETTER TO READERS	8
INTRODUCTION	12
CHALLENGE DAY 1: PARTY INTRODUCTIONS	26
<i>CHALLENGE DAY 2: BUILDING YOUR KNOW, LIKE & TRUST FACTOR</i>	
<i>CHALLENGE DAY 3: PRE-PARTY HOUSEKEEPING</i>	
<i>CHALLENGE DAY 4: PARTY INVITES</i>	
<i>CHALLENGE DAY 5: PARTY MINGLING</i>	
<i>CHALLENGE DAY 6: PARTY MEDIA</i>	
<i>CHALLENGE DAY 7: PARTY FAVOURS</i>	
<i>CLOSING NOTES</i>	
<i>APPENDIX: 67 WAYS TO AMP UP YOUR STREET CRED</i>	
ABOUT THE AUTHOR.....	37

FOREWORD

BY AMBER MAC

CO-HOST OF “THE FEED” AND “THE NEW AI”

Today is the perfect day to launch your business and chase your entrepreneurial dreams. The tools, technology, and networks are at your fingertips, just waiting to help you take your work to the next level. When it comes to learning, digital resources are plenty. In fact, according to Statistics MRC, the global e-learning market will reach \$275B by 2022. If you need and want to learn, there is no obstacle in your way.

2 FOREWORD

Yet, at the same time, as the online space gets more and more crowded, how do you keep up with new technology and stand out from the crowd? How do you keep up with all the notifications, the platforms, the devices? What do we do when we're lost in a sea of connections riding the digital wave without a destination in sight? And more importantly, once you've overcome the technical challenges, how do you showcase your authentic self online and build the best brand to grow your business?

As Graeme Wood shared when talking about the future of media and communications, "Change has never happened this fast before, and it will never be this slow again." If you don't harness the power of new technologies and adapt to the new world of business, you will fall behind.

Inside Leigh's book, she shares an old-fashioned mindset to doing business online - people and service first. She uses the metaphor of hosting a party to help readers visualize how your online presence is ultimately an extension of your life, a place where you can recreate the relationships that do exist in person. She understands that technology can be a barrier, but one that

3 FOREWORD

you must overcome. Just because you don't know how to make the most of the tools, the technology, and the networks, doesn't mean that you shouldn't learn. In fact, I'd argue that you must learn in order to build and scale your business. After all, today's businesses are all digital.

And that's where having your personal systems and strategies come into place. The key systems and strategies that Leigh shares in her book ultimately come down to getting in alignment with your day-to-day process so that you can overcome your fears, find your voice, and make the impact you were destined to make in this world.

She also shares what happens when that little voice in your head tells you that you should stand down, stay modest about your growth. We are all taught, from a very young age, that it is not polite to boast, to brag, or in some cases, even stand tall. Yet, as entrepreneurs, you must do exactly that in order to reach more people, get visibility, and make an impact with the work that you do. Celebrate your success. No excuses.

I was born in rural Prince Edward Island on the east coast of

4 FOREWORD

Canada. As someone who grew up around old technology, such as 8-tracks and party lines, I've witnessed massive technological changes in my life. Sure, I could use that as an excuse to fall behind, but it is exactly the thing that makes me want to stay ahead. I've always felt that I needed an edge, a way to "hack" my disconnected country roots. When I saw the rise of the Internet in the 1990s, I quit my on-air job and traveled west to San Francisco to work in the dot-com space. It was the scariest thing I've ever done, but the best decision I've ever made.

Today, as someone who has built a large and engaged community online, I can still share that small-town friendliness, but now on a global platform. Whether I'm answering questions on Facebook Live or diving into Twitter DMs, I am 100% committed to the contacts in my digital world. That probably explains why I called my first book, *Power Friending: Demystifying Social Media to Grow Your Business*, which was a Globe & Mail bestseller. I don't treat my online community as a group of strangers, but instead as a group of digital friends.

I'm an entrepreneur first, but I'm only as good as the people

and community around me. Despite the emphasis that I put on the digital space, I also recognize that mainstream media is critical for credibility. I currently host a radio show called *The Feed* on SiriusXM, co-host a documentary series on iTunes called *The AI Effect*, and appear regularly on television shows such as *The Marilyn Denis Show*. As the President of AmberMac Media, I've created a bridge between this digital and mainstream content space to recognize how to bring professionalism to online content. You can too.

To start this process, you need to understand how to amplify. As Leigh explains in this book, it's purely a desire to reach more people and make a bigger impact. But it does not come naturally to everyone; for some of you, it will require a little more work and a lot more grit. I'm still in the thick of this process.

My first approach to stepping up my game (or getting out of my comfort zone) was making sure that I focused on producing valuable content: videos, tweets, articles, newsletters, and more that inspire and inform. This visibility allows me to stay part of the digital conversation. With this consistency, I've seen 500%

growth in my business in just five years. Make note: I have not done this alone. Over time, I've hired a number of freelancers to accomplish this. While I used to do my own accounting, my own website design, my own social media, I now have affordable support in place to ensure that there are no gaps in the daily output of work. In other words, if I'm away at a speaking event, there is someone I can Slack to keep the conversation going and the business moving.

Aside from knowing when I needed help, and how that investment could propel my business, I've also learned (the hard way) that I can only be as good as I feel. Soon after my son was born in 2009, I hit rock bottom at an airport in Atlanta on the way to a speaking event. I was sick, tired, and overwhelmed. After that experience, I started to focus on my health, prioritize my time at the gym, and re-examine my diet. I am happy to report that I have never been stronger, healthier, and more motivated.

In a nutshell, it's about systems, people, visibility, impact, self-care and constantly overcoming fears with a vision to empower, impact and serve the world in a bigger way. That is what I've

learned from Leigh is what it means to amplify.

Now, it's time for you to share your magic with the world.

Keep reading. Leigh will share some of her tried and true strategies that will help you find your voice as you embrace your journey of stepping into a bigger spotlight. I can't wait to hear more about your success. See you online. @AmberMac

LOVE LETTER TO READERS

My love letter to you, Reader – Big Dreamer, Game Changer,
Inspired Leader!

You are a game changer!

You are making a difference and want to make a bigger impact.
It's time to play a bigger game. It's time to stop hiding.

You're ready to “get comfortable feeling uncomfortable”.

Don't think you're good enough? That's normal – they even
have a term for it in the entrepreneurial world – it's called Impos-
ter Syndrome.

But seriously, are you the world's best-kept secret? Do you

want to be known as the go-to expert that you are but not quite sure how to stand out from the crowd and differentiate?

Do you dream bigger than most? Have you done things that 99.9% of the world has not? (Or are just about to?) Or do you know that you need to step into a bigger spotlight? Would you prefer that people come to you rather than you chase them?

You are definitely in the right place. You want to create “pull marketing” strategies versus push marketing (where you feel like you’re pushing yourself on everybody).

This type of content marketing you’re going to read about inside this guide is not for everyone. It is about being of service. It is about putting yourself in the spotlight with the intention to serve. This type of marketing will appeal to you if you are a service-based entrepreneur who truly cares about the world you live in and the people in your tribe.

You are willing to put in the work, (even if it makes you uncomfortable) and you get that growth and visibility and online credibility come from showing up and building relationships.

You understand that although some parts of the process can

be automated, you still have to create content, “perform” and put yourself out there.

You get that this can be uncomfortable sometimes – but when you think of the bigger impact you will make, somehow the rush of service overtakes the fear and you usually know what you need to say and do!

It starts by showing up and quite literally asking for the business. But you must do that while battling the ever-so-elusive Imposter Syndrome that many entrepreneurs struggle with despite the reality of their amazingness!

It takes clarity in knowing the value behind your offer and understanding what your clients want versus what they need. If you want to build know, like, trust and credibility in the online world that we live in and make an impact, you must take ownership of your expertise.

You are 100% capable of creating opportunities to differentiate yourself, stand out and put your stamp on the world. It starts with tribe, which creates visibility, followed by impact.

Please find inside my inspired expert’s pocket guide to

amplifying your street cred with feel good content strategies. I want to arm you with some of my tried, tested and true strategies that have helped me amplify within days of activating them.

This guide is designed for those who are already marketing and are ready to go bigger – to AMPLIFY!

INTRODUCTION

This pocket guide is really designed for ACTION-TAKERS. A while back I ran a challenge called “Amp Up Your Street Cred” - seven days full of marketing activities that would help participants AMPLIFY! And it worked – participants were gaining momentum with their results almost immediately!

The secret to their success was their willingness to put themselves out there and BE REAL and authentic about who they were in their business, how they did things and what they cared about. It was a shift in moving away from what they thought they should be doing into what felt more authentic.

Authentic is not a buzz word! Authenticity in your marketing is the only way to go – at least in my opinion. After 20 years of

working in the marketing and publishing industry, this is what I know is behind every successful marketing campaign: CLARITY

Confused buyers don't buy. People buy from those they know, like and trust. This is marketing 101. Yet how can something so simple be so complicated?

It's complicated to peel back those layers of fear, Imposter Syndrome, technology, overwhelm, time, money and every other barrier we create for ourselves – so that we can just reveal our true selves. And it's even more complicated to do it on demand. Day in, day out.

Some days we feel good. Other days we may lose our step. It's normal. That's why I love the mantra my Mom created for me during my days racing on the Canadian National Cycling team. We would repeat this together before every race:

I am strong.

I am powerful.

I am confident.

And now I repeat that to myself in my day-to-day life! So, my secret to making this work is about showing up knowing that I

will make a difference in just ONE person's life. I tell myself, if just ONE person hears my message and gets value – then I've done my job. This helps me confront my fears and do it anyway.

The whole concept behind amplifying your street cred and your marketing is about building your know, like and trust factor so that your clients FIND YOU and you don't have to go hunting every morning you wake up!

Your end goal with these marketing strategies is to make a difference, transform those around you and step out of the shadows and into a bigger spotlight.

It's about helping you get clarity when making your offers and about creating a sense of go-to systems within your business operations that you can depend on, within a structure that helps you show up online and FEEL GOOD about it!

THE RIGHT ATTITUDE

As I wrote earlier, people buy from those they know, like and trust. The next seven chapters of exercises and concepts will be around building your know, like and trust factor. The key to this

is around developing online content marketing that is strategic and purposeful, while doing it in a way that feels genuine and authentic.

You must align with the strategy. What that means is that you understand the strategy and you can get behind it.

It must feel good. These exercises and concepts are designed with busy entrepreneurs in mind. There are about helping you develop your own go-to systems so that you don't have to reinvent the wheel every time you open your laptop.

The intention behind these exercises is to help you boost your visibility, amp up your credibility online and build new connections that will ultimately help you pick up momentum in your business, help you make clearer offers and monetize your marketing efforts.

BUT IT HAS TO FEEL GOOD

I want to address this right away because you may be wondering what the heck does she mean by “feel good” content strategies? Most of my clients come to me with some sort of

bias or misconception around marketing, technology and social media.

These biases have often slowed them down or even stopped them in their tracks – and most of the time their particular bias is based around some sort of fear.

The fear of looking silly or bad.

The fear of doing it wrong.

The fear of being too spammy.

The fear of it not being perfect.

The fear of it not working.

The fear of their customers not being online.

The fear of too much.

The list goes on. The key thing here is to empower yourself with the tools, strategies and resources that are being made available to you. To understand the WHY of what you are doing so that you can make an informed decision about whether or not it's going to align with your mission.

MAKE YOUR FEARS AND WEAKNESSES YOUR STRENGTHS

Fear will stop you in your tracks. It will stall you. Getting outside of your comfort zone will draw out your deepest fears, especially around the stuff you care about most. The key is to make your fears or weaknesses your strengths.

A great example of putting this into action is another metaphor from my bike racing days. In road cycling, the wind and hills end up being separators. They are what separate the best from the rest! Knowing this, I made sure that I was one with the wind and that hills were my best friend. I would work extra hills and wind workouts into my weekly training as a rule. I would pick the toughest hill around and once a week, I would go up and down that hill five to eight times. Two days later, I would hit up the local time trial – called the race of truth because it's just you against the clock – and race into the wind.

I learned to love the wind and enjoy jamming up the hills. They no longer stopped me – and this attitude is what helped

me win multiple National Championship events and become 14th in the world as a junior riding in the mid-nineties!

MARKETING 101

At the end of the day and after 20 years working in the marketing and publishing industry, I've learned that there are five reasons why people are marketing in the first place:

1. Visibility and Awareness
2. Lead Generation—Email List-Building
3. Research—getting feedback and information back from your community
4. Community—building and reach
5. Sales

Before you dive into the rest of this book, it's important to think about why you are marketing in the first place. What do you want to have happen? How will you define success? How will you know it's working?

Some of those answers will reveal themselves to you organically through the process of creating new content just by setting the intention of amplifying your visibility, credibility, community, engagement and impact.

My one go-to best practice behind all successful marketing campaigns is to make it easy for people to buy from you. Make it easy for people to find your content. Never assume they'll figure it out or find something at the bottom of the page. Guide them to what you want them to do.

Finally, I've often heard "I've done what you said to do, Leigh, but it's not working." When I hear this, I review their content and try to find the reality in what they are saying. For example, if they say, "I've been promoting this all week and no response!" I go through their week of posts. I realize that they haven't posted a link to their offer and they haven't even mentioned the name of their product. I had to search to find out what they were promoting. Instead, they were promoting, but just not their products! They were promoting other people, the things they made for dinner and how they were feeling that day.

Noooooooooooo! Those types of posts don't count!

And the second I point it out, they realize it too! They realize that they didn't ask for the business. They didn't share that they were selling something and that they didn't make it easy for their viewers to connect.

It's important that you go back and review your content like a potential client. Does it make sense? Is it current? Do you ask for the business? Your ability to critique yourself objectively will give you even more momentum during this process of amplifying.

Inside this guide we'll give you ways to ask for the business in a way that feels good. We'll write about how to promote your business without feeling spammy or icky.

SO THE PARTY METAPHOR

I once heard fellow entrepreneur Courtney Nicole Davis describe the process of hosting a free virtual challenge like it was a party.

You will notice that I integrate this “party” metaphor throughout my book when it comes to how we can look at creating

content and interacting online. I love hosting parties, so the visualization behind this concept really works for me and I hope that it works for you too.

I also think this is a great metaphor for how you can view the content creation process for all your online platforms – like a party that everyone wants to be at – the place to be, the hot spot...

And just like parties, they often start off quiet but as soon as more and more people start arriving, the momentum builds, and the party starts becoming a bit more exciting.

When you first start putting yourself out there more, taking some risks and going outside of your comfort zone please realize that these things take time to build, and that there is no such thing as an overnight success.

THE GARDEN OF OPPORTUNITY

Having a strategy around amplifying is about creating a garden of opportunity in your business. And just like a garden, you must always start out with a plan. My Mom used to remind me of this popular expression – fail to plan, plan to fail.

By setting a clear intention and planting pieces of content designed to help you amplify, it is quite literally like planting seeds and watching them grow. Some will pop up right away, others take a little longer to develop. The key is to be consistently nurturing and taking care of your garden on a regular basis. Don't just start and then walk away, expecting things to happen on their own...that is not how this works!

TRUST THE PROCESS

One of the rules behind this is to trust – trust your intention, trust the work, trust the effort, trust the process. This is where self-doubt, negative self-talk, Imposter Syndrome and even self-sabotage can kick in – right from the beginning. Some of us can even talk ourselves out of getting started before we even begin. Over the years, I've had to get proactive about these nerves kicking in – to the point where I now anticipate them and have systems set up to work around them.

In bike racing, nerves were a sign that I cared. If I wasn't nervous, it meant I didn't care. When I stopped getting nervous

I knew I had to take a break from racing. Once you start telling the difference between your nerves and your reality, you can bypass these success suckers and get right back to work.

DREAM BIG

I've learned that when I share my dreams, not everyone understands. That doesn't mean my dreams are impossible. It just means that those people just don't get my dreams. It doesn't mean that I am crazy either. (Even though I often feel like I am a Mad Scientist when I am putting yet another one of my ideas into motion!)

What it does mean is that I get to inspire and empower others around me to find their voice, get clear on their mission and create content that is going to help them amplify their impact. That puts a smile on my face every time and runs goosebumps up and down my arms when I realize that I've impacted someone this way.

That is what helps me bounce out of bed in the morning and face down my fears - every day. It's the knowing that if I fight

the fear and do it anyways, that I can help another person help even more people. My fears have become my strengths – they drive me to do more, say more, create more and show up more.

REFLECTION AND ACTION

1. Why are you marketing?
2. What result are you looking for?
3. How will you measure (and track) your results?
4. How will you know it's working?
5. Get proactive and think of three or four of your own fears that tend to pop up on repeat when you're up-levelling.
6. Think of three or four of your weaknesses and how you can turn them into your strengths.

DOWNLOAD MY NEEDS ASSESSMENT:

LeighFowler.com/ReadytoAmplify

CHALLENGE DAY 1

PARTY INTRODUCTIONS

The strategies you're going to learn in this pocket guide are all about amplifying your know, like and trust factor in a way that feels good. Before any marketing takes place, I always ask the following questions:

Are you ready to receive?

Are you open to receive?

Are your systems ready to handle new clients?

Do you have space in your calendar for more?

How will you track your success?

How will you know it's working?

I often say – if you do all this marketing, where is it going?

How will you know it's working? What are your success metrics? For me, success metrics are around real numbers. How many people signed up for my list, how many people joined my group, how many people reached out about my services this week, etc.

Often, it does start with having a website that potentially, when people come to it, has a way to capture their information and invite them into your business maybe through your newsletter or through a discovery call or another type of invitation we'll review later.

You also want to have strategically-placed content on your website that positions you as that go-to expert that you are. What do you know? What do you want to be known for? What are you writing about? The great thing about marketing is that you can create this type of content for any platform and then repurpose it so that it has a home on your website.

If you don't have all of this right now – don't fret. Just start. One day at a time, one piece at a time.

SOLID GO-TO CONTENT PIECES ON YOUR WEBSITE

I'm not going to give you a whole website plan and explain why it's important to have the basics – a services page, an about us page, a contact us page, etc. I'm going to assume you already have that.

You may already have a blog – but is your blog set up strategically to position you as the go-to expert that you are, while building credibility and providing value and insights to your audience?

What I am going to tell you is that you can use content to strategically highlight your strengths and what you're good at and how you help people. Following, are some examples of exactly this.

CASE STUDIES

If you want to have some solid, go-to content pieces on your website, I recommend having and positioning your expertise inside of a case study, a very logical way of presenting how you

help people. The case studies I prepared for my website gave me the highest open rates in my email subject lines and some of the top blog post visits on my website.

SUCCESS STORIES

On my website you will find some stories I've done with my clients where we talk about those success experiences and what we did together and the different challenges we overcame. Success stories are a great thing to have on your site.

TIPS

I love creating how-tos, tutorials, interviews and live training segments to introduce my audience to what I do best. This type of content will help and inspire people before there is even a possibility that we will begin working together. I never go straight to the ask.

I may create these pieces of content on social media using live video or audio, but then I will repurpose them and prep them for my blog. I understand that people learn differently

and absorb information better in different formats. That's why it is so important to repurpose your content.

Many of the experts I speak with are concerned about giving away too much for free. But I disagree with this concern if the content sharing is done right. If their content is designed to generate fast results for their readers and viewers when it comes to their immediate needs, it will in return showcase how they can help their audience in the future and as a side benefit, automatically build their know, like and trust factor organically. In addition to that, free content sets the stage for the question: If that content is so good for free, what am I going to get when I pay for it?

A great foundation of content will help you with two things. One, it will provide you with the ability to invite people into your world and provide value. Two – it can strategically position you as the go-to expert that you are.

THE LIKEABILITY FACTOR

Earlier in the guide I mentioned that people buy from those they

know, like and trust. Truth and authenticity will call in your clients like nothing else! It is one of the first steps in amplifying your marketing – the art of being you!

The likeability factor comes from helping people relate to you and what you do, why you do it and how you do it. If your marketing can do this, you're doing something right.

There are many ways you can do this and the easiest place to start is by uploading behind-the-scenes pictures, sharing lessons learned or helpful tips just for the sake of sharing. (See my reflection and action ideas at the end of this section for inspiration!)

This approach will not only increase your visibility but also help make you more relatable, while teaching people what you do and how you do it!

One of the first things I have my clients do is search through their media and current marketing. Have they told people why they do what they do? Or how they do it? Do they talk about their values, the client journey or experience they create in their business and what lights them up? Have they shared their clients' successes recently? Have they invited people to work

with them? Most of the time they assume that people know what they do and how they do it. But remember my golden rule – make it easy for them!

Marketing should make it easy for people to find you, learn about you, understand your services and buy from you! Don't make them hunt for it.

UNICORN POSTS

In order to help my clients create more authentic content, I assign them their Unicorn Posts homework.

Unicorn posts are all about standing out from the crowd and calling in your tribe. These are often the toughest exercises for my clients to do because it does feel vulnerable and scary to share some of YOU in your marketing.

My top ten unicorn posts start off the same but end up different for everyone. You can even change the title so it's custom to you and still get the same result.

You can grab this list on my website here: LeighFowler.com/ReadytoAmplify. Again – if you want to build know, like and

trust – it starts with you. Share with your community and inspire them, teach them, guide them!

CONTENT REVIEW

Go to your website and see if you have content that helps position you as the go-to expert that you are! Are you writing about the weather or are you writing about your area of expertise? Are you highlighting your knowledge or hiding it? Are you incorporating success stories, case studies and tips into your day-to-day content creation? Take a note and start thinking about how you can shift this moving forward.

METRICS

What are your success metrics? Are they set up? Can you automate these reports? For instance, do you have Google Analytics installed so you can track your top blog posts and top pages? Do you know the size of your email list and the numbers inside of your communities? I like to track this kind of thing weekly using an Amplifier's Dashboard. It incorporates more than just

numbers – it also looks at my reach, my sales, my wins, my events and more! It's a great reality-checking tool to make sure you stay on track.

EXERCISE - BEHIND THE SCENES

(15-Minutes)

Choose one of your social media platforms, upload a photo of yourself and introduce yourself. Assume that people don't know who you are and what you do. Assume they need a reminder! Assume they need an update! Pair this photo with a behind the scenes photo... give us an inside peek into your world.

EXERCISE - BEHIND THE SCENES PART TWO

(5-Minutes)

Go to your biz page and/or group and remember to introduce yourself to all your new followers and members. Don't assume that everyone knows what you do and how you do it. Say hello to your community and let them know what's happening this month in your business and what you are excited about!

EXERCISE - GIVING VALUE

(15-Minutes)

Go into someone else's Facebook group or community and introduce yourself by sharing something of value around one of the common mistakes that your ideal client is making when they start working with you and a quick solution for how to fix it. No links, no promo – just pure tips and advice!

Note – you don't want to commit the posting faux-pas of sharing the same exact thing in five different groups. This is perceived as blatant spam (for real) and can get you kicked out of groups. It's so bad that even Facebook has a detection system in place to notify group admins. Depending on your settings, even if you don't get caught, your friends will be notified of your activities and will see that you are posting the same thing in multiple places.

REFLECTION AND ACTION

1. Check out my Top Ten Unicorn Posts exercise and put one out today. Remember to just trust the process.
2. See my Amplifier's Dashboard tracker and customize one for yourself.

DOWNLOAD MY TOP TEN UNICORN POSTS AND AMPLIFIER'S DASHBOARD:

LeighFowler.com/ReadytoAmplify

ABOUT THE AUTHOR



Leigh Fowler is a strategic content amplifier for established experts, speakers, consultants and authors. She believes that content that converts is a strategy, not an accident. By utilizing this strategy, Leigh has not only been able to help her clients' leverage their book launches into the number one spot on Amazon consistently, but she has also been able to help them attract more visibility for their business, increase their lead generation, media, speaking gigs and social proof.

With an education in web design and communications, Leigh has spent the past 20+ years working within the marketing and

publishing industries. She's an established writer with over 200 articles in print/web publications, and has worked as a Digital Media Director at a local publishing house. While there, Leigh led the strategies behind the growth of online communities that grew to over 60,000 in less than two years. She was able to replicate these timeless strategies into multiple platforms for multiple brands. She's also been featured as an expert within multiple entrepreneurial programs, podcasts and as a media contributor. Leigh loves the stage and speaks regularly about best practices and insights for entrepreneurial audiences on the topics of Feel-Good Content Strategies, Amplified Visibility, the 9 B's of Engagement and the 9 C's of Content Marketing Success.

Most recently, Leigh re-purposed one of her online marketing challenges into a printed book, *Ready to Amplify. Tribe. Visibility. Impact.* She completed this in just one week! Leigh runs a small but engaged Facebook community of 500+ entrepreneurs online called Leigh Fowler's Confident Content Creator's Club. She is the owner of Rise Media + Design Inc. which she has been running full-time since 2013.

LINKS FOR LEIGH!

LEIGH'S BOOK:

Ready To Amplify: <http://www.leighfowler.com/book>

DIRECT BOOK LINKS:

Amazon.ca: <http://a.co/d/9RqzpGm>

Amazon.com: <http://a.co/d/cm7WUgt>

SOCIAL:

Confident Content Creator Club Facebook Group

<https://www.facebook.com/groups/ConfidentContentCreatorClub/>

Let's dream on Instagram

<http://www.instagram.com/leeleefowler>

Let's connect on Facebook

<https://www.facebook.com/leeleefowleronline>

Let's link up on LinkedIn

<https://www.linkedin.com/in/leeleefowler/>

Let's chat on Twitter

<https://twitter.com/leeleefowler>

READY TO AMPLIFY? LET'S CHAT!

ARE YOU A COACH, EXPERT, SPEAKER, CONSULTANT OR AUTHOR?

My job as a content amplifier (and strategist) is to help you feel good about your content marketing strategies and stand out from the crowd, connect with purpose and amplify your visibility, credibility, impact, reach, visibility and community.

I help my clients with that in many different ways including 1:1 Consulting, Group Mentorship, Speaking, Live Events, Workshops and DIY Experiences and often with a focus around the systems and content strategies that support:

- Book Launches
- Speaking Events
- Automation & Systems Set-Up
- Tribe Growth & Engagement
- Visibility
- Reach Expansion
- Product Launches
- Content Strategy and Systems
- Booking Media & Interviews
- Content that Converts
- Course Creation Process & Marketing/Launch

If you feel it's time to differentiate yourself from the crowd and position yourself as the go-to expert with content that connects and builds your visibility and credibility in one smooth step – then [let's chat!](#)

SPEAKING ENGAGEMENTS

Book Leigh for your next speaking gig, podcast, interview or panel! Leigh is available for workshops, panels, webinars, summits, media and other stages to share her expertise and empower your community with the tools, insights and resources to help them create content that converts while amplifying your visibility, credibility, engagement, reach, community and impact. Make sure to specify whether you would like to purchase copies of *Ready to Amplify* for your attendees, so they can receive their own copy!

amplify@leighfowler.com

GRATITUDE

IT TAKES A VILLAGE!

Monica Blackburn

Sarah Bowman

Carolyn Caldwell

Nick Caya and team

J.R. Clubb

Doris Chung

Company of Women

Leah

Concepcion-Vanderbyl

Josh Cooper

Juliana Correia

Connie Course

Colleen Cronin

Courtney Nicole Davis

Anne Day

FemCity Collective

Allison Fab

Erika Ferenczi

Kerri Fleming

Frost Fowler

Jane Fowler

Jeff Fowler

Kim Fowler

Louise Fowler

Kelly Griffiths

Mark Grunwald

Carey Hargrove

Peter Hargrove

Natalie Haynes

Cindy Hill

Sara Hodge

Sharon Holmes

Cassie Howard

Chris Keenan

Karen Klulley

Lisa Lajoie

Odette Laurie

Lisa Larter

Christy Laverty

Maria Locker

Arwen Long

Paula Lukey

Lynn Lumb

Amber MacArthur

Chelsey Marie

Mirek Mazur

Shelley McKenzie

Diana

Mehlenbacher-Hardy

Delphine Dolson

Members of the Confident
Content Creator Club

Mompreneurs

Lynn Pelzer

Monique Sabourin

Alli Saunders

Elaine Slatter

Linda Spencer

Tamsen Taylor

The Clarks

Marley Tufts

Liz Wren

Laura Wright

Amy Vodarek

And, of course, all of my
clients, past, present and
future!

There are countless
others, you know who you
are, forgive me if you do
not see your name here, I
am eternally grateful for
your support - friends, old
friends, my Mom's friends
and my extended family,
neighbours, colleagues
and mentors...you all have
made your impact on me.